LAW OFFICES OF ALEXANDER M. SCHACK
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August 27, 2007

President
Allstar Marketing Group, LLC
4 Skyline Drive
Hawthorne, NY 10532

Re: Rachel Gasso

To Whom It May Concern:

We have been retained by Rachel Gasso concerning violations by Allstar Marketing Group, LLC and its affiliates of California Civil Code §1750, *et seq.* (the Consumer Legal Remedies Act). Specifically, the acts complained of relate to the manufacture, marketing, advertising, sale, and distributing of Auto Cool. Such product has been marketed as providing certain benefits which it does not provide.

Specifically, we believe that Allstar Marketing Group, LLC has violated the CLRA as follows:

Civil Code §1770(a)(2) prohibits misrepresenting the certification of goods.

Civil Code §1770(a)(4) prohibits using deceptive representations in connection with goods.

Civil Code §1770(a)(5) prohibits representations that goods have characteristics or benefits which they do not have.

Civil Code §1770(a)(8) prohibits displaying the goods or services of another by false or misleading representation of fact.

Civil Code §1770(a)(9) prohibits advertising goods with intent not to sell them as advertised.

Civil Code §1770(a)(13) prohibits false statements in connection with price.

Civil Code §1770(a)(14) prohibits falsely representing a transaction has rights and remedies when it does not.

Civil Code §1770(a)(18) prohibits misrepresenting the authority of a salesperson, representative, or agent to negotiate the final terms of a transaction with a consumer.

Civil Code §1780(a) allows any consumer who suffers any damage as a result of the use of a method declared to be unlawful by §1770 to obtain:

EXHIBIT 1-1

1. actual damages
2. an order enjoining such method
3. restitution of property
4. punitive damages
5. any other relief which the court deems proper.

Civil Code §1781(a) entitles a consumer to bring an action on behalf of herself and other consumers similarly situated to obtain the relief stated above.

Code of Civil Procedure §384 allows payments in class actions to be made to further the interests of justice.

Pursuant to Civil Code §1782(a)(2), Ms. Gasso hereby demands that you correct or otherwise rectify the situation which you have created as follows:

1. refund to the consumers of the State of California for the past 4 years their purchase price of Auto Cool within 30 days,
2. agree to refrain from engaging in any unfair business practice in the future, including false and misleading advertising,
3. disgorge any monies you have made from the sale of services within the last 4 years under your existing contract,
4. agree to cease violating Business and Professions Code §§17200 *et seq.* and 17500 *et seq.*,
5. engage in a program of corrective auditing in an amount not less than $100,000,
6. Remove all unconscionable, illegal or unfair provisions from your contracts, and
7. Pay reasonable attorney's fees to Plaintiff.

Under Civil Code §1782(b), you must agree to provide the remedy to the consumers within thirty (30) days after receipt of this notice.

You must also within thirty days verify that:

1. All consumers similarly situated have been identified or a reasonable effort to identify such other consumers have been made;
2. All consumers so identified have been notified that upon the request you shall make appropriate remedy;
3. The remedy will be given in a reasonable time; and
4. You have ceased from engaging in or will within a reasonable time, cease to engage in such illegal conduct.

EXHIBIT 1-2

We are amenable to discussing this issue with you in order to come to an appropriate solution to these problems. Thank you for your time and consideration.

I look forward to hearing from you.

Very truly yours,

LAW OFFICES OF ALEXANDER M. SCHACK

Alexander M. Schack

Alexander M. Schack

AMS/sbs

cc: Ms. Rachel Gasso

EXHIBIT 1-3